

Field Name	Field Type
YEAR	N
COMPCODE	A1
BRANDNO.	N
VARIETY	A2
NUM	A1
BRAND-NAME	A30
CR-LENGTH	A8
CR-FILTER	A8
CR-PACKAGE	A8
CR-STRENGTH	A8
CR-FLAVOR	A8
CR-STYLE	A8
CR-OTHER	A8
VARUNITS	N
VARSALES	N
VARPERCENT	N
CIGLENGTH	N
FILCODE	A1
FLAVOR	A1
PACKTYPE	A1
LASTSOLD	N
TAR	N
NICOTINE	N
CO	N
CAT-A-EXP	N
CAT-B-EXP	N
CAT-C-EXP	N
CAT-D-EXP	N
CAT-E-EXP	N
CAT-F-EXP	N
CAT-G-EXP	N
CAT-H-EXP	N
CAT-I-EXP	N
CAT-J-EXP	N
CAT-K-EXP	N
CAT-L-EXP	N
CAT-M-EXP	N
CAT-N-EXP	N
TOT-ADV-EXP	N
SPORTS-EXP	N
RATINGS-ON-PACK	A1
CAT-A-USE	A1
CAT-B-USE	A1
CAT-C-USE	A1
CAT-E-USE	A1
CAT-F-USE	A1

7/03/95

CIGARETTE ADVERTISING DATAFILE

Page 2

Field Name	Field Type
CAT-G-USE	A1
CAT-M-USE	A1
BRAND-SALES	N
BRAND-DOLLARS	N
UP-CODE	N
INSTITUTE-CODE	A6

PM3000785828